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# Webinar on "Startups: Ideation, Funding and growth"

by Ritanshu Raj

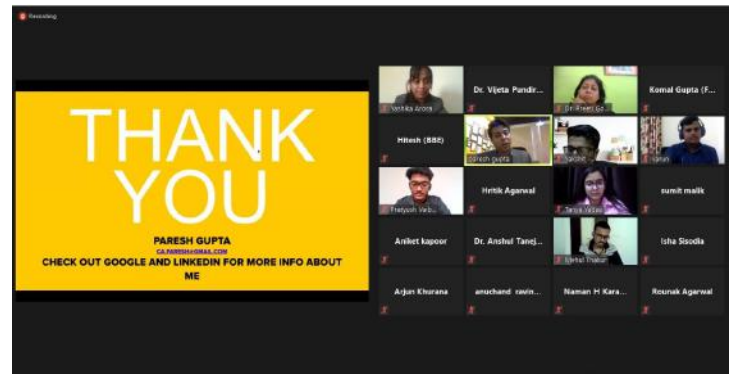
Tuesday, 11th February 2021: The Department of Business Economics, Maharaja Agrasen College organized a webinar on the topic "*Startup: Ideation, Funding & Growth*", which focused on the field of entrepreneurship & startup management. The session was led by CA Paresh Gupta, who is the founder & CEO of GCEC, and also the co-founder of Neos Angels Network. He is an awardee of the "Rajasthan Youth Icon Award". He is also a TEDx speaker. The main aim of this webinar was to learn about the various aspects of entrepreneurship and the different ways to raise funding & understand how startup management works.

The event commenced at about 12:50 pm and was attended by our honorable principal, Dr. Sanjeev Tiwari, members of faculty of the Department of Business Economics and over 200 students. The webinar was initiated with a speech of admiration by Dr. Tiwari, congratulating the teachers and students of the department on taking the initiative of organizing the webinar.

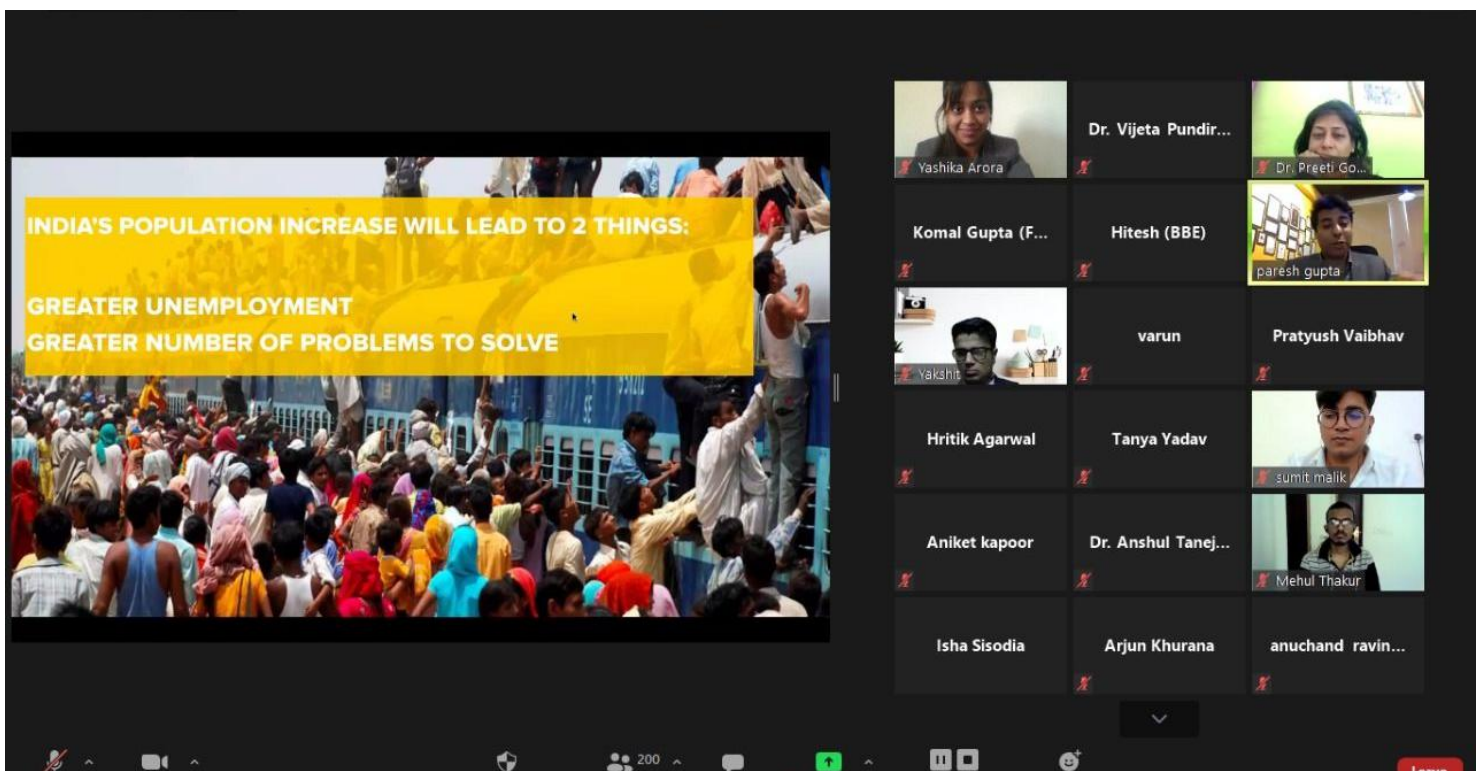


He also praised the tremendous efforts of the coordinators & members of the workshop committee of the department in bringing appreciation to the college. Moving forward, Mr. Gupta took over, giving a brief introduction of himself. He then shared his experience working with some of the well-known organizations. He further went on showcasing his PPT through which he explained the current job scenario of India. He explained about the fact that India is a

land of opportunities in terms of ideas for an entrepreneur & ultimately India can become the land of entrepreneurs. He also presented a statistic which tells graduates who choose the entrepreneurial path make 50% more income over & above those becoming employees. He further elaborated on the reasons behind not looking for startups. In the last phase of the webinar, Mr. Gupta gave answers to the various questions asked by the students. After the questionnaire round, the department made a notable unveiling of their monthly newsletter featuring content which is related to all the activities that take place in the department throughout a specific period



At the end of the session, coordinators congratulated Mr. Gupta on giving an interactive & informative session & the webinar came to an end.



# ALUMNI – CUM CORPORATE INTERACTION

by Yash Gupta and Siddharth Mude

The alumni committee of the Department of Business Economics, Maharaja Agrasen College, University of Delhi had organised an alumni interaction event on 30th January 2021 i.e. Saturday from 2:00 to 5:00pm over a video conferencing service. The event was an interaction between alumni, teachers and students. The goal of the event was to learn what to and how to choose a career ahead in the corporate arena.

The event started with a speech by the principal, Dr. Sanjeev Tiwari. He told the students about the contribution of the college in the development of society and talked about start up culture. This was followed by an informal interaction between alumni and their teachers which brought a wave of nostalgia. The event proceeded further with a conversation with Ms. Charu Aggrawal. She was one of the most eminent students from the batch of 1998-2001. She currently works as director customer experience at COPC Inc. She has also worked in companies like TCS, Jio etc. She started her journey with the banking sector and had a great career and later on moved to research field. In the event she talked

about what market research is, how it's performed and its future prospects. She gave the students insights about how hectic the day of a market researcher is. She also talked about the qualities required for market research, i.e. the ability to churn data, being ready to learn new things, attention to details, having an inquisitive mind, the need to love data and the ability to manage hectic schedules. She also told the benefits of MR which are Immense exposure, Direct application for theoretical learning of school in daily life, Help to understand how things function, what strategies to take and Exciting as people always learn new things.

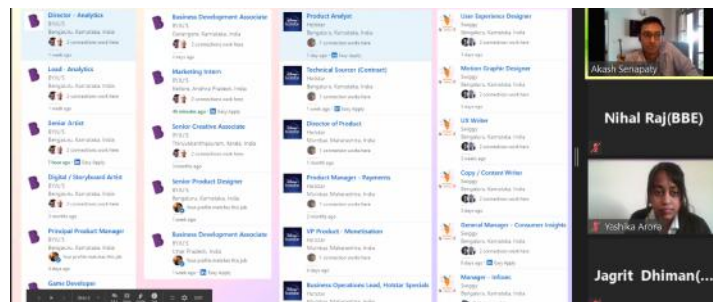


During the event students asked multiple questions, one of them was how to get started in market research, for which she told to develop reading skills and read articles, research papers etc. She concluded her session by saying market research starts with research and goes on to compiling and to presenting.

Next up students had an interaction with Mr Akash Senapati, an alumnus of the batch 2002-2005, co-founder of a startup named Vah Vah! who has also worked with various prestigious web product-based firms like Ibibo games and Zynga. He started his session by explaining what are the roles of a product



manager and described it as "a person who pulls together the pieces to create the best possible service or product". He described internet brands as a high growth sector, having great potential and interesting to work with. He advised students not to neglect soft skills and talked about the importance of good communication skills. Throughout the interaction he emphasised on the importance of work experience. "Work with people far better than you to be the best," said Mr Akash Senapati, who ended his talk and being open to questions.

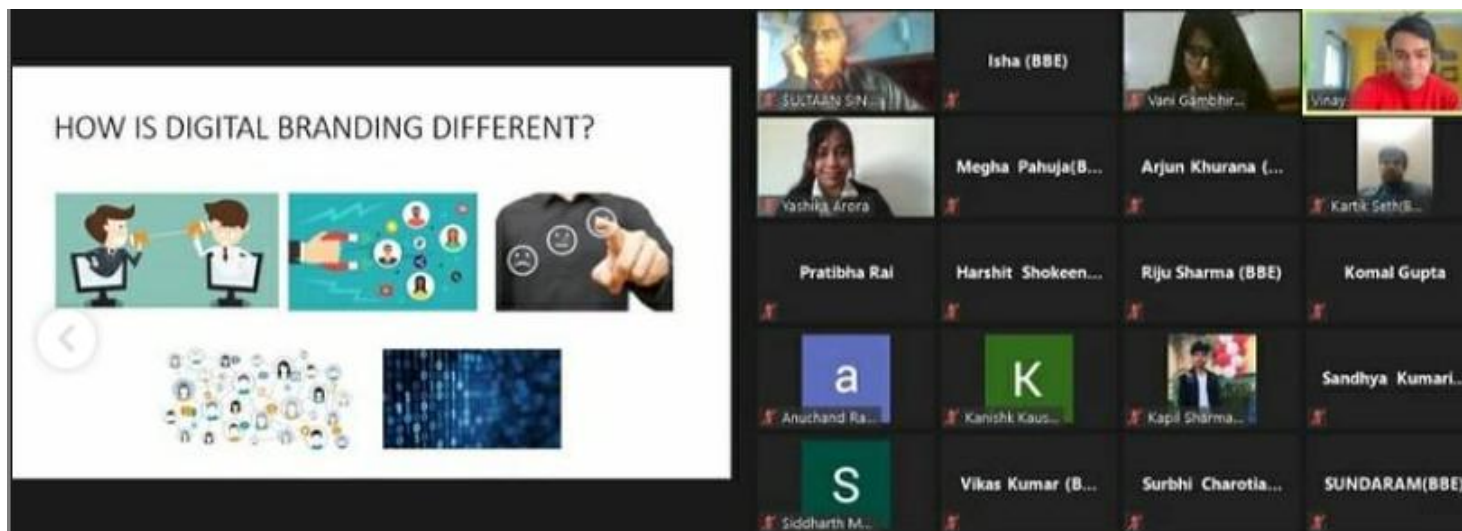


show how effective visuals are in today's time where digital branding has become very complex with reducing spans of attention of potential customers. He further put up a question for us to ponder over, which was "Are brands becoming more attention seeking as of now?" to which he answered in affirmation. he further elaborated on the same, explaining that brands are in fact trying harder to seek the attention of their potential as well as target customers as the competition has grown immensely over time. He thus concluded his presentation and answered a few questions of the students.



The event was concluded on a note of thanks to the alumni and teachers .The management of event by the alumni committee was really commendable keeping in mind the limitations of organising an event online . The team handled it very well and made it a fun event. Moreover the event helped the students understand how to get started with their career and gave them a basic idea of the corporate environment .

Up next, students interacted with Mr. Vinay Joshi. Mr Joshi currently works as Brand Manager at Jack Daniels and has worked with brands like GSK and Lenskart in the past. His presentation was full of vibrant and communicating pictures and he had a very interesting reason for it, he said he wanted to



# ROISTER 2021

by Arjun Khurana

Thursday, 18th February, 2021: This day marked the kick off of the Annual sports event, Roister '21, organized by Aryabhata College, University of Delhi. The event witnesses participation from colleges of University of Delhi, offering BBE. This event acts as a great mode of interaction between students, helps them formulate strategies and helps them learn to work better in teams. The event went on for a duration of 4 days.

The event saw immense participation from the students of Department of Business Economics, Maharaja Agrasen College. The students played the following games:

- Dodgeball
- Cricket
- Chess
- Table Tennis
- Badminton
- Athletics
- Carrom
- Team building

The students of the department put up a great competition against their fellow mates from other colleges.

Jasraman Preet Janagal, a student of 2nd Year returned victorious finishing Second in the Broad Jump segment under athletics.



# THIS MONTH'S HEADLINES


 HW

1 · Politics · Trending  
#modi\_job\_do  
5.75M Tweets

Politics

## 'Modi Job Do' Trends At #1 On Twitter

Rising unemployment in the country, frauds in exam processes, coupled with delays and failures in conducting and concluding various government exams in a given time period, resulted in students and opposition parties trending hashtags on Twitter against the Modi government on February 25th.

Economy

## SBI revises India's GDP estimates to -7.0 percent for FY21

Pencilling in a gross domestic product (GDP) growth in the third and fourth quarters, State Bank of India (SBI) Research on Wednesday revised its contraction forecast for the current fiscal year to 7%. The agency had earlier forecasted a 7.4% contraction in 2020-21 GDP numbers. In April-September,

Science

## SpaceX aborts launch of Falcon 9 carrying Starlink satellites

SpaceX aborts launch of Falcon 9 rocket carrying Starlink satellites. The auto abort occurred just over a minute before liftoff on the night of Feb. 28 while attempting to launch a new fleet of the company's Starlink internet satellites.

Business

## Tata acquires 68% stake in BigBasket

The Tata Group is in the final stages of acquiring a majority stake of 68 per cent in Supermarket Grocery Supplies, which runs and operates online grocery brand BigBasket, for about Rs 9,300-9,500 crore, said a source close to the development. The deal — biggest in the online grocery space so far—values BigBasket at Rs 13,500 crore (around \$1.85 billion).

# CREATIVITY Section



**SUNDARAM  
DHANRAJ**

Photography



**RITANSHU  
RAJ**

Photography

## Top 5 Fastest Growing Economies

1. **India:** *Expected Avg Growth: 7.2%*
2. **Bangladesh:** *Expected Avg Growth: 6.9%*
3. **Rwanda:** *Expected Avg Growth: 6.7%*
4. **Vietnam:** *Expected Avg Growth: 6.7%*
5. **Cambodia:** *Expected Avg Growth: 6.6%*

\*values estimated for period 2021-2025

\*\*source: focuseconomics.com

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